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HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

**PATENT APPLICATION**

ATTORNEY DOCKET NO. 10002991-1

Inventor(s): Daniel Castle

Confirmation No.: 1135

Application No.: 09/738,199

Examiner: Y. Retta

Filing Date: 12/15/2000

Group Art Unit: 3622

**Title: METHOD AND APPARATUS TO MAXIMIZE ADVERTISING REVENUE**

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT**

Transmitted herewith is/are the following in the above-identified application:

- ☒ Response/Amendment  
☐ New fee as calculated below  
☒ No additional fee  
☐ Other

- ☐ Petition to extend time to respond  
☐ Supplemental Declaration

Fee\$

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	31	MINUS	37	= 0	X \$50	\$ 0
INDEP. CLAIMS	6	MINUS	6	= 0	X \$200	\$ 0
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	<input type="checkbox"/> 1st Month \$120	<input type="checkbox"/> 2nd Month \$450	<input type="checkbox"/> 3rd Month \$1020	<input type="checkbox"/> 4th Month \$1590		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees.

☐ A duplicate copy of this transmittal letter is enclosed.

I hereby certify that this paper is being  
transmitted to the Patent and Trademark Office  
facsimile number (571) 273-8300.  
Date of facsimile: Feb. 20, 2007

Typed Name: Edmond A. DeFrank

Signature: 

Respectfully submitted,

Daniel Castle

By 

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg No. : 37,814

Date : Feb. 20, 2007

Telephone : 818.885.1575

**RECEIVED  
CENTRAL FAX CENTER****FEB 20 2007****CERTIFICATE OF TRANSMISSION**

I hereby certify that this paper and every  
paper referred to therein as being facsimile  
transmitted to (571) 273-8300: Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: February 20, 2007 (Date of Deposit) 15 (No. of pages)

EDMOND A. DEFRANK  
By

  
Signature

**PATENT APPLICATION**  
Attorney Docket No: 10002991-1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:  
Daniel C. Castle

Serial No.: 09/738,199

Group Art Unit: 3622

Filed: December 15, 2000

Examiner: Y. Retta

For: **METHOD AND APPARATUS TO MAXIMIZE  
ADVERTISING REVENUE**

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**AMENDMENT**

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated November 17, 2006 please amend the  
above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of the claims which begins on  
page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.